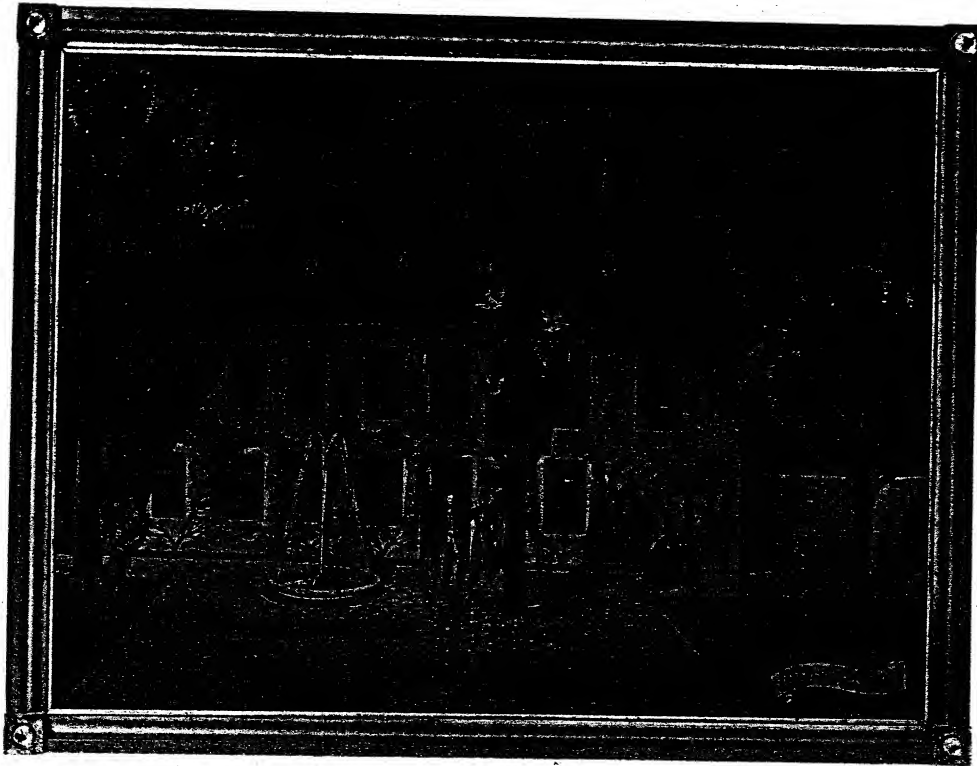


Pelikan 



It began
150 years ago

It began 150 years ago

1832

In this year chemist Carl Hornemann opened a small workshop for the manufacture of artists' paints and accessories near Steinhude Lake. His father had run a small shop selling painting utensils in the old part of Hanover and also acted as drawing master to the children of the royal court, introducing them to the world of the fine arts. Thus, at an early age, the son came into contact with the art of painting and the requisite materials. He conceived the ambitious scheme of replacing the expensive artists' paints imported from England and France with his own products of an even better quality.

1838

On 28th April 1838 he brought out his first printed price list and this day is considered as the date of foundation of the company.

1842

In 1842 the prospering factory was transferred to the Engelbosteler Damm in Hanover. At that time Germany had 31 million inhabitants and the City of Hanover 34,000.

1863

In 1863 the chemist Günther Wagner started as Factory Manager in the firm he was later to acquire and give his own name to. He broadened the range of products by adding writing and drawing inks and glue, and extended the business into neighbouring countries. In 1877 he established the first branch factory in Austria.

1878

Günther Wagner was one of the first manufacturers to use a trade-mark as a guarantee of the quality of his products. He chose the pelican, taken from his family coat-of-arms, and as early as 1878, at the dawn of the age of the branded product, this impressive symbol became one of the very first registered trade-marks.

1881

A few years later, in 1881, a young salesman started to operate as a commercial traveller for Pelikan in Eastern Europe, Italy and the Orient: Fritz Beindorff, who was later to become sole proprietor, was to bring the firm to world-prominence. Over 60 years he build up the firm by systematic expansion of the assortment and remarkable success on the export market. He established 12 factories in Eastern Europe and in South America. As Fritz Beindorff joined the company it employed 39 workers, at the end of his career this number had increased to 3,700. With exemplary interest in the welfare of his workers he anticipated the social reform of the next decade. As sponsor of arts and science (Councillor of commerce and Senator) he was an example to other entrepreneurs.

1901

By 1901, the annual turnover had reached one million Reichsmark. In quite early days the exports amounted to 35%, the figure today being 40%. Five years later, in 1906, the firm moved into a new factory of remarkably farsighted design in the Podbielskistraße. Extended in 1913, this building then employed some 1,000 workers and it is the ancestral factory of Pelikan AG Hanover.



Günther Wagner family coat-of-arms



1878



1910



1924

Pelikan

1910

Pelikan 
today

The Pelikan trademark is one of the oldest known. Over the years it has been modernised several times to suit current

1929

Not long after the turn of the century the firm had embarked upon a systematic expansion of the product range to include accessories for the typewriter (such as ribbons, carbon paper and copying products) which was rapidly gaining importance. In 1929 the firm, which was by then already well-known throughout the world as a producer of inks, began the manufacture of writing instruments, and as the leading producer of drawing inks also introduced technical drawing accessories to the range. In the thirties, office printers (duplicating machines) were added to the assortment.

1938

The firm reached its first economic peak in the year of 1938: in that year the 100th anniversary was celebrated with great festivities. By the end of the thirties the firm was employing a staff of 3,700 and the turnover from Hanover had topped 20 million Reichsmark. At the end of the war, from which the main factory emerged almost unscathed, the number of employees still stood at 1,675 but all the Pelikan factories and trading companies abroad had been lost. With the exception of the Eastern block countries these were re-acquired from 1955 onwards and for the most part re-organised.

1950–1975

The economic boom in the years from 1950 to 1975 made a new phase of expansion possible and confirmed Pelikan's position as the world's leading manufacturer of chemical office products. In 1972 the Franz Büttner AG, Egg, Switzerland was incorporated into the Pelikan Group, and is today the development centre for products of word reproduction in the field of modern office technology. The Pelikan AG Hanover develops and produces the remaining office products along with school and hobby articles.

1978

In 1978 the Günther Wagner Pelikan-Werke GmbH was transformed into the Pelikan Aktiengesellschaft – a public limited company with increased worker participation. The consolidated Pelikan group embraced 46 associated companies at home and abroad with a world turnover of some DM 930 million and 12,207 employees.

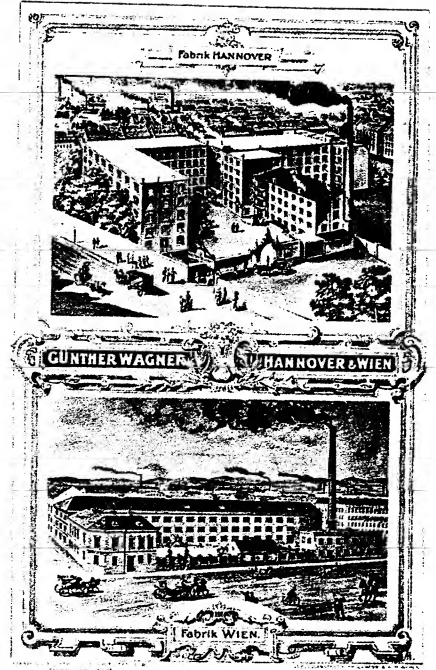
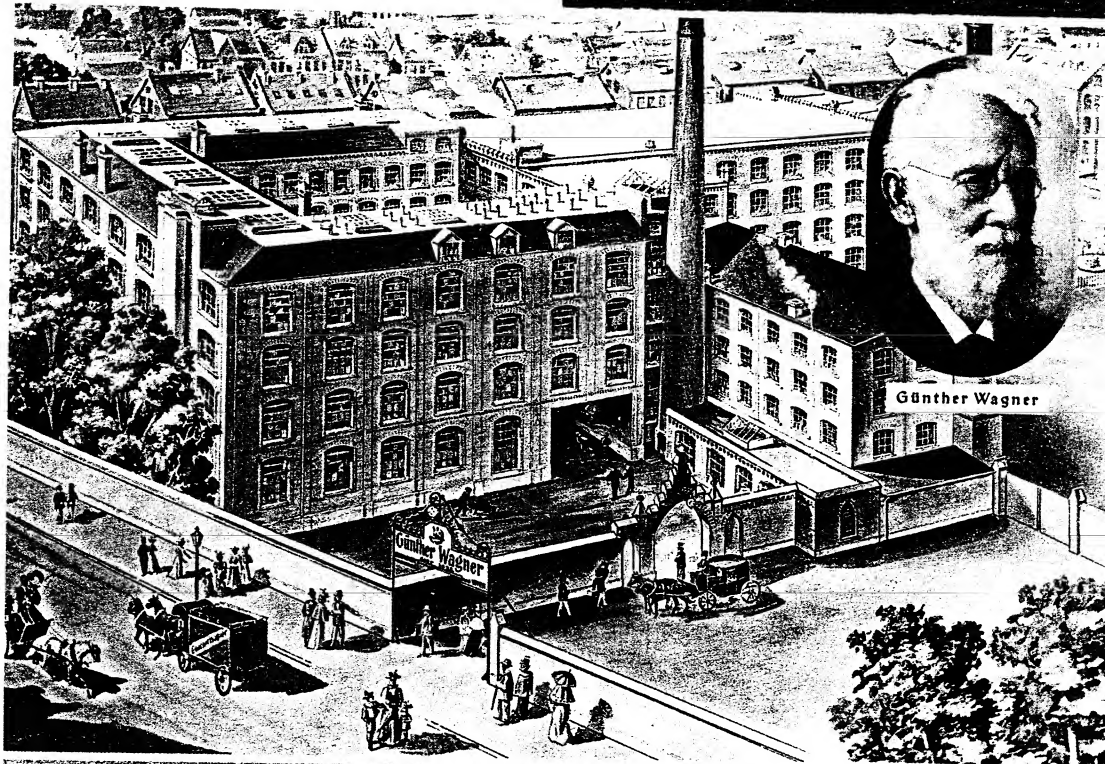
1982

The attempt to cash-in on the explosive spread of the dry photocopier and simultaneously offset the adverse effects this new technology was having on the sales of carbon paper, was a failure. This unsuccessful venture led in 1982 to the application for a composition of debts, which was brought to an early close in 1983 with the acquisition of PAG by the Condorpart AG, Switzerland – today the Pelikan Holding AG. The Pelikan AG separated itself from its loss-making subsidiaries and gave up its unprofitable product lines. The employment force was reduced by nearly 30%. It was not long however before it was able to find its way back to the successful development it had enjoyed before these disastrous years. The Pelikan trademark was shown not to have forfeited any of its power and significance, either at home or abroad.

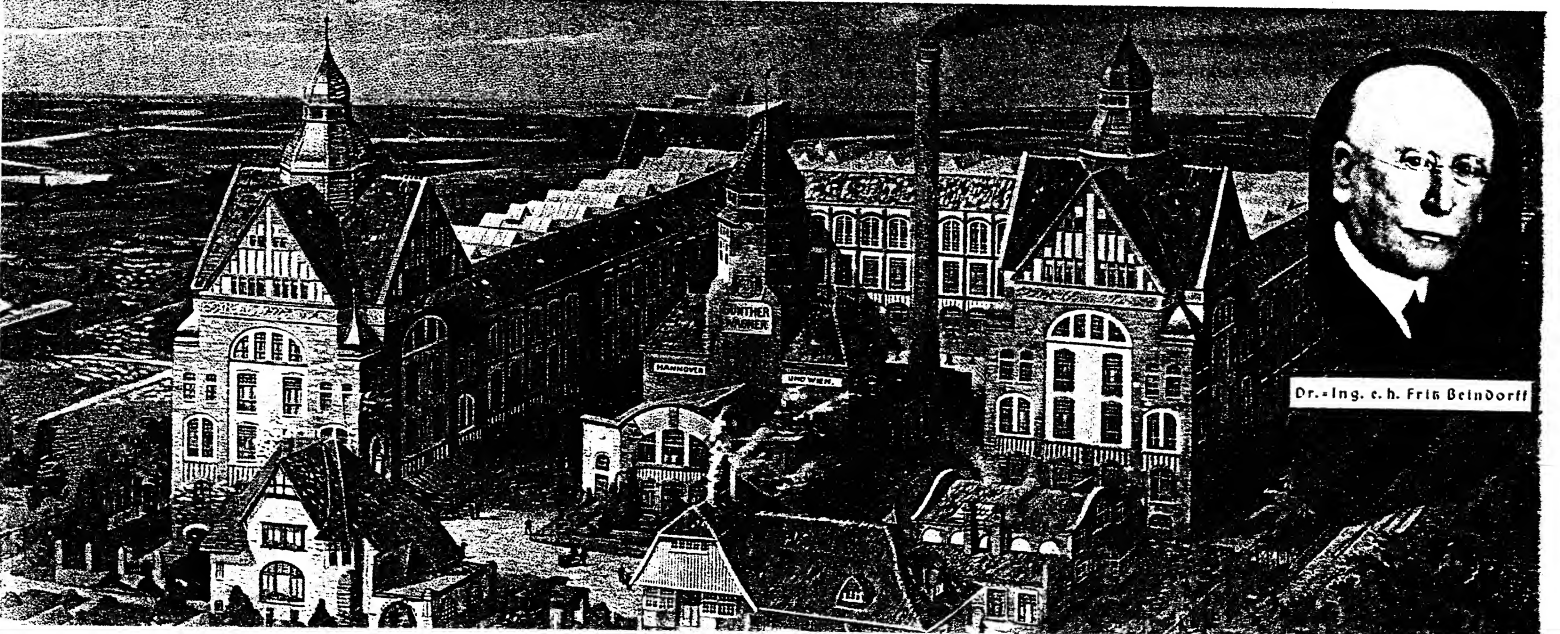
As early as the turn of the century, at a time when such things were far from being taken for granted, the company distinguished itself in its exemplary conditions of employment and generous welfare benefits.

The corporate image of this company, and above all the product make-up and advertising, reflect from the outset the conscientiousness of the branded





FABRIK-ANLAGEN DER FIRMA GÜNTHER WAGNER HANNOVER & WIEN

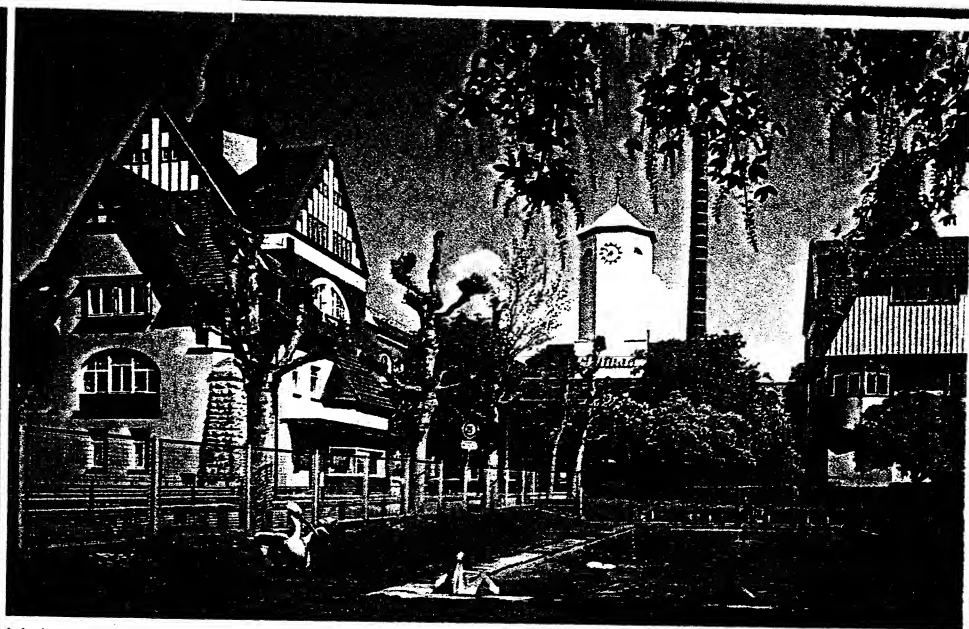


1988

Today, like the 40 or so Pelikan societies scattered across the world, Pelikan AG is a subsidiary of Pelikan Holding AG of Switzerland, a company with a share capital of SFr 100 million, which in October 1986 for the first time launched Pelikan Holding shares on the stock exchange. In this year the international Pelikan Group with around 8,000 employees, had a world-wide turnover of approximately one thousand million, to which Pelikan AG Hanover together with its subsidiaries contributed nearly half.

The range embraces some 3,000 products for office, school and family. Some 2,200 people are presently employed at Pelikan AG's main factory in Hanover and the neighbouring writing instrument factory in Peine. The companies which belong to the German Pelikan Group, employing approximately 3,000 and controlled by Pelikan AG Hanover are Laurin-Rebhan (writing instruments) with production facilities in Waiblingen (Baden-Württemberg) and Oberasbach near Nuremberg, Pelikan Roteck marketing company, Niederzier near Düren, Durania Paper Factory, Düren (exercise books, writing and letter pads), Kreuzer writing instruments Bonn, Lehmann & Hildebrandt (quality stationery, gift-wrapping paper, greetings cards) and the Euroscript marketing company, the latter two both being located in Glinde near Hamburg.

**Pelikan AG Hanover
and its associated
companies in the
Federal Republic of
Germany.**

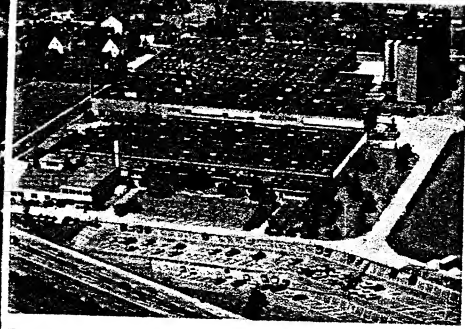


Main entrance Pelikan AG, Hanover



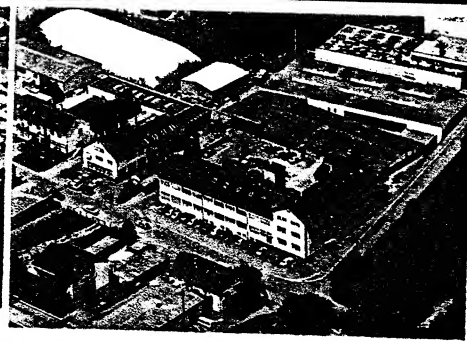
Aerial view of Pelikan AG, Hanover

Luftbildfreigabe Nr. 11/3941/75
freigegeben durch Pras. d. Nds. Vw. Bez. Braunschweig



Pelikan writing instruments factory
in Vöhrum/Peine

Luftbildfreigabe Nr. 1015/85 freigegeben Luftamt Hamburg



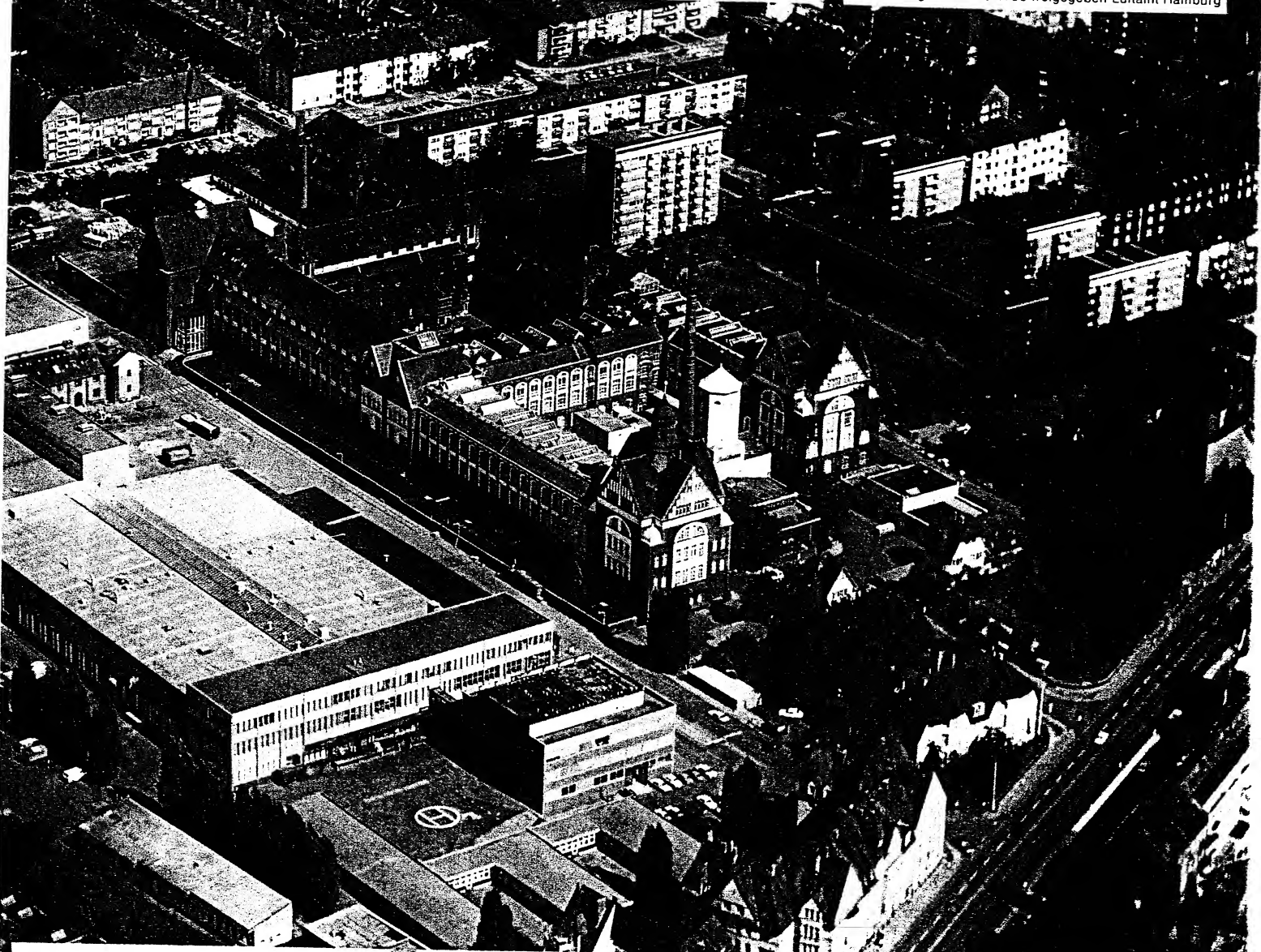
Laurin-Rebhan in Waiblingen
(Baden-Württemberg)

Luftbildfreigabe Nr. 1016/85 freigegeben Luftamt Hamburg

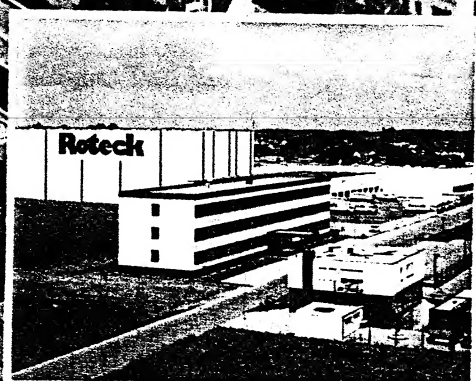


Laurin-Rebhan
in Oberasbach/Nuremberg

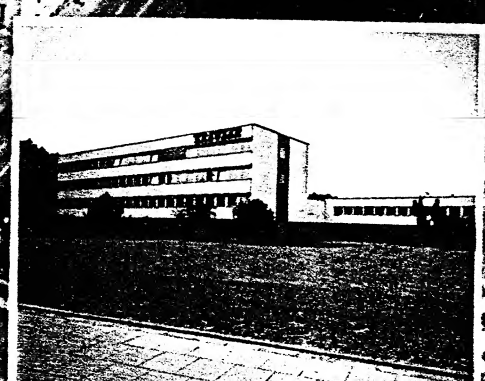
Luftbildfreigabe Nr. 1017/85 freigegeben Luftamt Hamburg



Lehmann + Hildebrandt
in Glinde/Hamburg



Pelikan-Roteck marketing company
in Niederzier/Düren



Kreuzer writing instruments factory
in Bonn

The posed assortment

Office stationery and equipment:

Typewriter ribbons and ribbon cassettes, computer ribbons, ink rolls and rollers, ink dispensers, toners, developers, carbon and handwriting papers, copying and duplicating accessories, inks, adhesives, stamp pads and endorsing inks, overhead projectors with accessories, correcting and cleaning products and office writing instruments.

Writing instruments:

Fountain pens, ball-point pens, refill pencils, calligraphy pens, roller ball pens, fineliners, text-markers, refills, ink cartridges and pen cases.

School stationery and equipment:

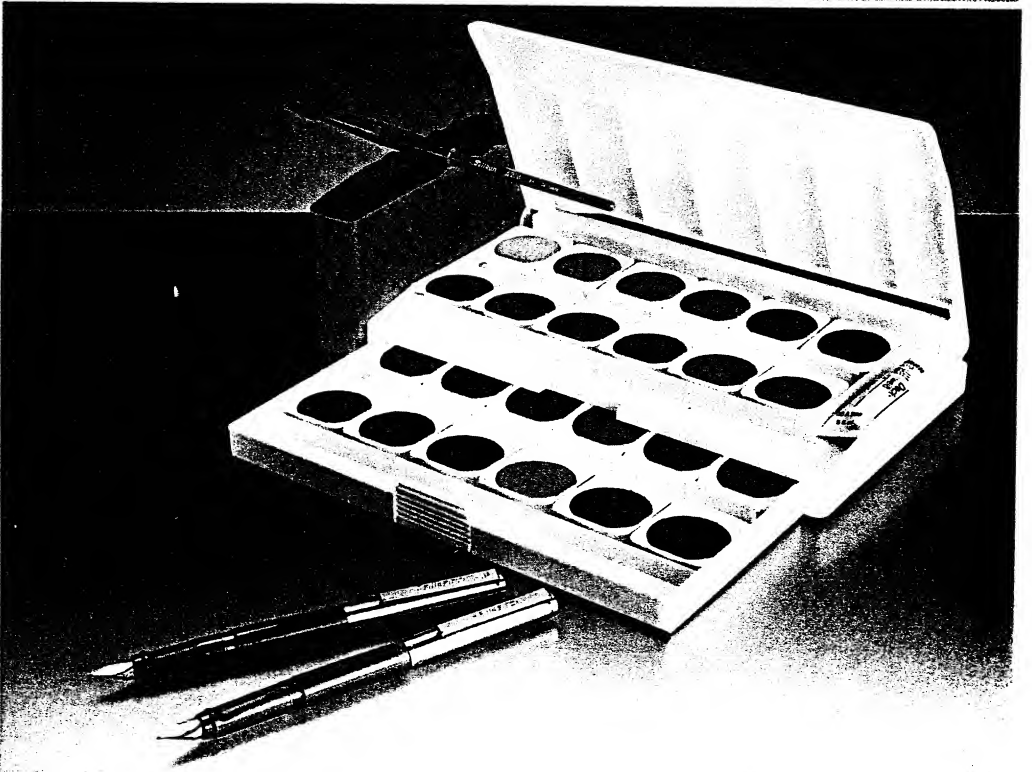
School paint boxes, opaque and water-colours, oil paints, Plaka, drawing inks for technical drawing, erasers, wax crayons, chalks, modelling materials, painting figures, school fountain pens (Pelikano), correcting pens, school pencil cases and desk-tidies.

Hobby and leisure products:

Plaka and hobby paints, fabric paints and dyes, paper glues and adhesives for model-making, plus a range of publications for young people including books and diaries, along with audio cassettes and video cassettes with instructional films for hobby artists.

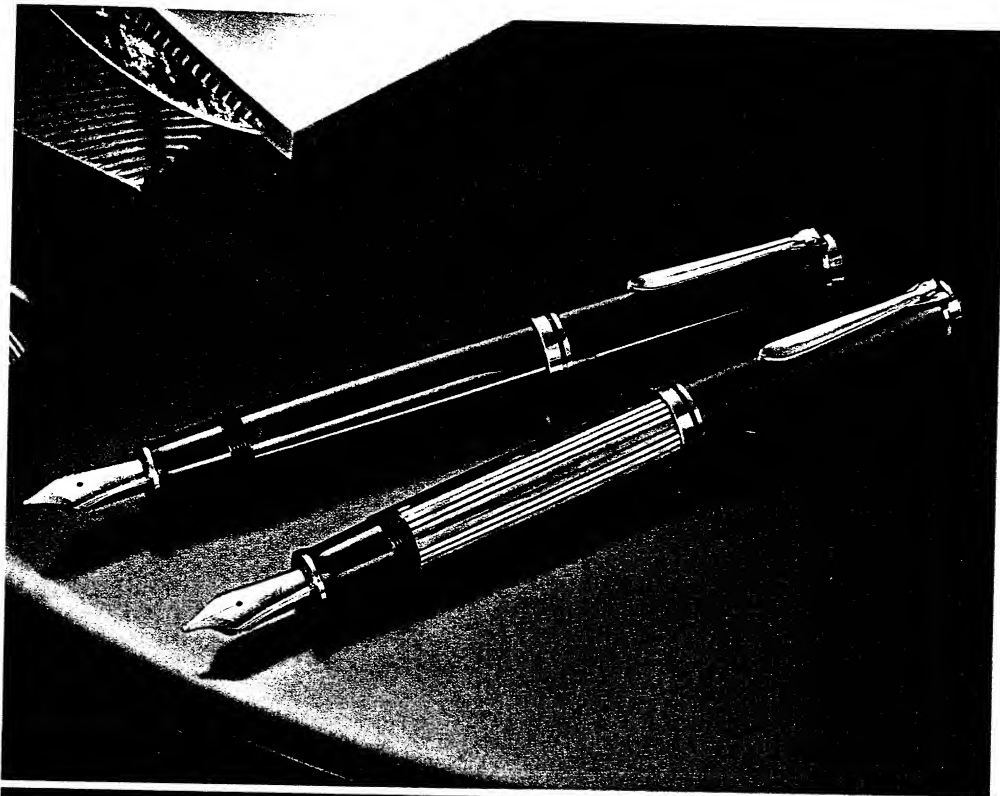
Paper products:

All types of exercise books, ring binder leaves, letter, writing and study pads, coloured paper, handicraft sheets, quality stationery sets with envelopes, gift-wrapping paper and greetings cards.



A few selected products from the large Pelikan range are shown here to represent each of the various product fields in which Pelikan is active.

Ribbon cassettes for modern office technology. Quality writing instruments in the classical Pelikan style. School fountain pens and felt-tip pens for learning how to write. Paint boxes and



Pelikan is a life-long companion: from early childhood through the school years, in working life and then in old age. Pelikan is present in the nursery with products for modelling, painting and gluing. School children learn to write and paint with felt-tip and fountain pens, and paint boxes of this brand. Students work with Pelikan writing instruments, text-markers, exercise books and pads. In the office Pelikan writing instruments, ribbons, carbon papers, stamp pads, correcting fluid and adhesives are almost indispensable. Pelikan products are highly valued in such leisure time activities as painting, handicraft and calligraphy – the art of fine handwriting.

In any household, products of this brand can be found in everyday use. Pelikan products are “at home” in every family.

Pelikan products are very appealing. They are presented in friendly colours, are of functional design, and are pleasing to the user. Whoever is accustomed to using a Pelikan fountain pen never wants to be without it.

This has been so for generations. The present-day customer remembers that his parents used Pelikan writing instruments. He thinks back to his own childhood as he used these products paint his first pictures and write in his first exercise book at school. The link with Pelikan is strong.

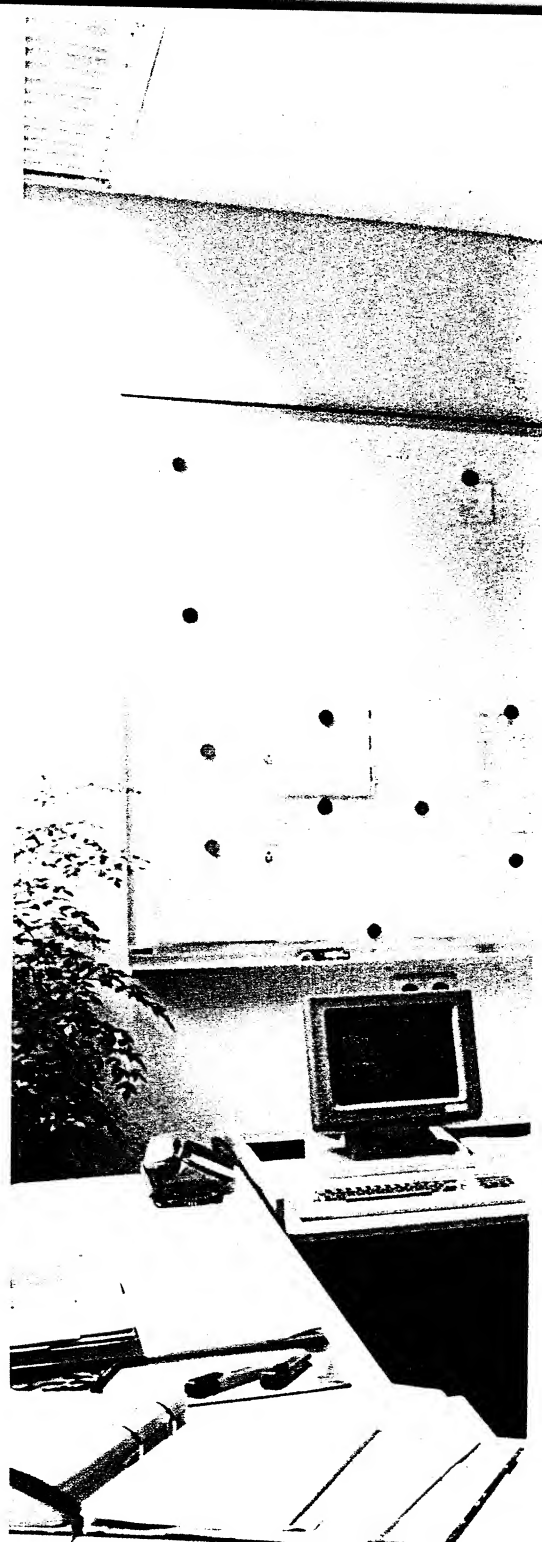
"We make your thinking visible"

This motto sums up the extraordinary variety of the 3,000 products in the Pelikan range, and applies especially to the products Pelikan provides for modern office technology.

For virtually all the word reproduction and printing systems of modern communications technology Pelikan supplies the required accessories. Whether it be for machines which work on an impact system or whether the ink is transferred to the paper by dot-matrix, ink jet, thermo-transfer or laser, Pelikan can supply the necessary ink rollers, ink, toner, developer – in short a vast number of products of various types for word reproduction and ink dispensing.

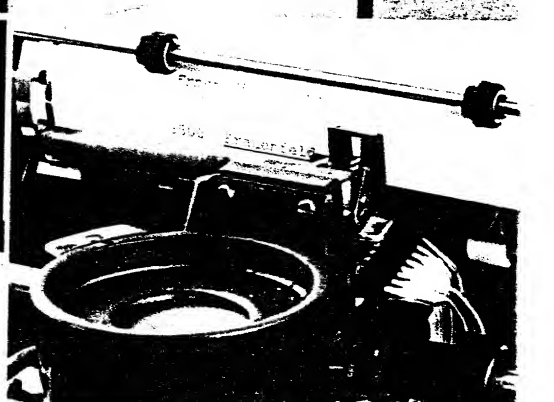
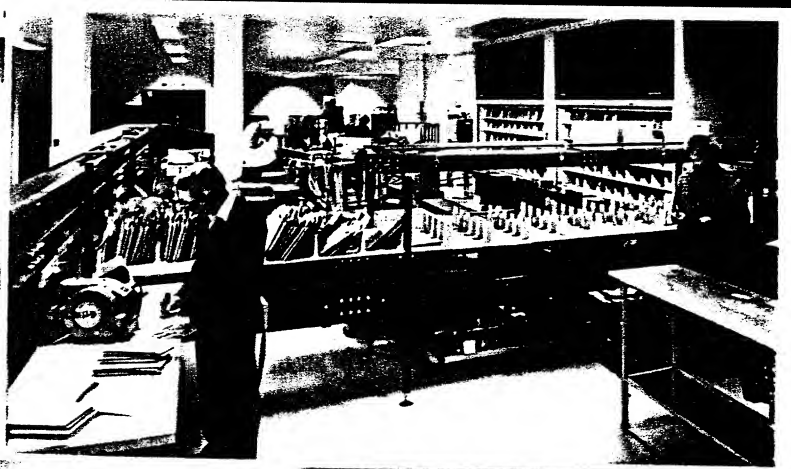
The assortment of technical office products has been complemented by overhead projectors and accessories, and consequently increased by many chemical office products.

Whenever it is a question of developing the best possible inking medium for specific typewriters or printers, Pelikan is involved from the start. The CeBIT, the Centre for Office and Information Technology at the Hanover Fair, is an important market-place for contacts between Pelikan's consultants on applications technology and sales and their clients. This is where the experts meet. This is where negotiations take place concerning the product that best meets the requirements of the Original Equipment Manufacturer. The manufacturers of office equipment stipulate which products their machines are to be equipped with. Pelikan are in on it from the beginning.



It is hard to imagine the modern office without Pelikan. At a glimpse it can be seen that Pelikan makes easy all aspects of office work: from the typewriter ribbon to correcting fluid, from the projector to transparencies, and from toner for printers and copiers to ink cartridges for





Educational media for schools

Generations have learnt to write with Pelikan: with the Pelikano school fountain pen, with wax crayons, with fibre-tips and "Write and Learn" books. Pelikan accompanies the pupil from the first practice curves through to the developed, flowing handwriting. The Federal Republic's foremost educationalists in the field of writing are members of the Working Party for the Teaching of Writing, a research group founded by Pelikan. They hold regular meetings to discuss their didactic and methodical problems and to research ways of improving the teaching and learning of writing. They developed, for example, the Simplified Initial Script – an improved teaching and learning alphabet and the Pelikan Write-and-Learn System.

Millions of children have discovered with Pelikan the fabulous world of bright colours. With inks and paints of this brand they have learnt to express their thoughts and feelings in pictorial form: in opaque painting, water-colouring, chalk drawing, sgraffiti, batik and many other techniques.

In conjunction with the BDK (the Federation of German Art Teachers) and the International Society for Education through Art, Pelikan holds painting competitions of high pedagogical value. Over 100,000 interesting pieces of work have been collected in the Pelikan International Archive of Children's Pictures. This collection is a cultural record of our time, documenting the changing methods of art teaching through the years. The archive is accessible for purposes of research.

The Pelikan paper assortment embraces all types of school exercise books, ring book refills, writing blocks, drawing paper and handicraft sheets. These products meet all educational requirements. For the more exacting demands of the private user, Pelikan offers fine writing paper sets with envelopes, greetings cards and gift-wrap paper.

Hobby paints

Pelikan has an abundance of products which help to unfold individual creativity and make the best of leisure time. Pelikan Plaka has become a byword for good hobby paint: it is suitable for all kinds of surfaces because it becomes water-resistant when dry. Amateur artists achieve superb results with fibre-tip pens, wax crayons and water-colour or opaque paint, whilst the more advanced use Master-Color, a new kind of oil paint which can be mixed with water. Another creative leisure activity that is winning more and more followers is "the art of fine handwriting", calligraphy. Pelikan has developed a range of many different writing and drawing nibs in various thicknesses.

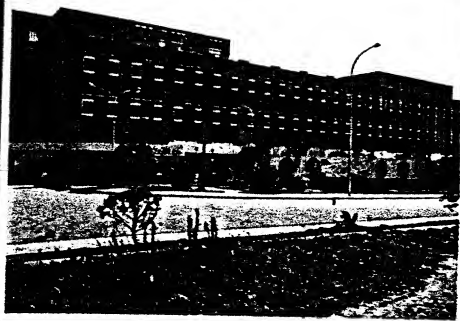
A few years ago, Pelikan introduced into its programme a range of book publications, intended mainly for young readers, which offer excitement and adventure, factual interest and humour. The TKKG adventure series has been filmed for television and has also reached an audience of millions in the form of spoken cassettes.



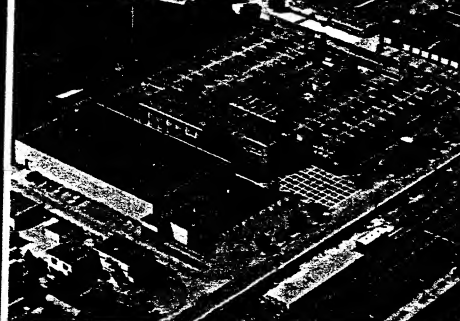
With Pelikan our children learn to write with an easy flowing hand. Painting and handicraft help to develop the creative fantasy. Painting is a worth-







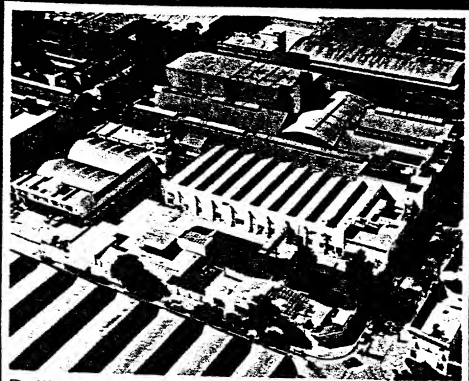
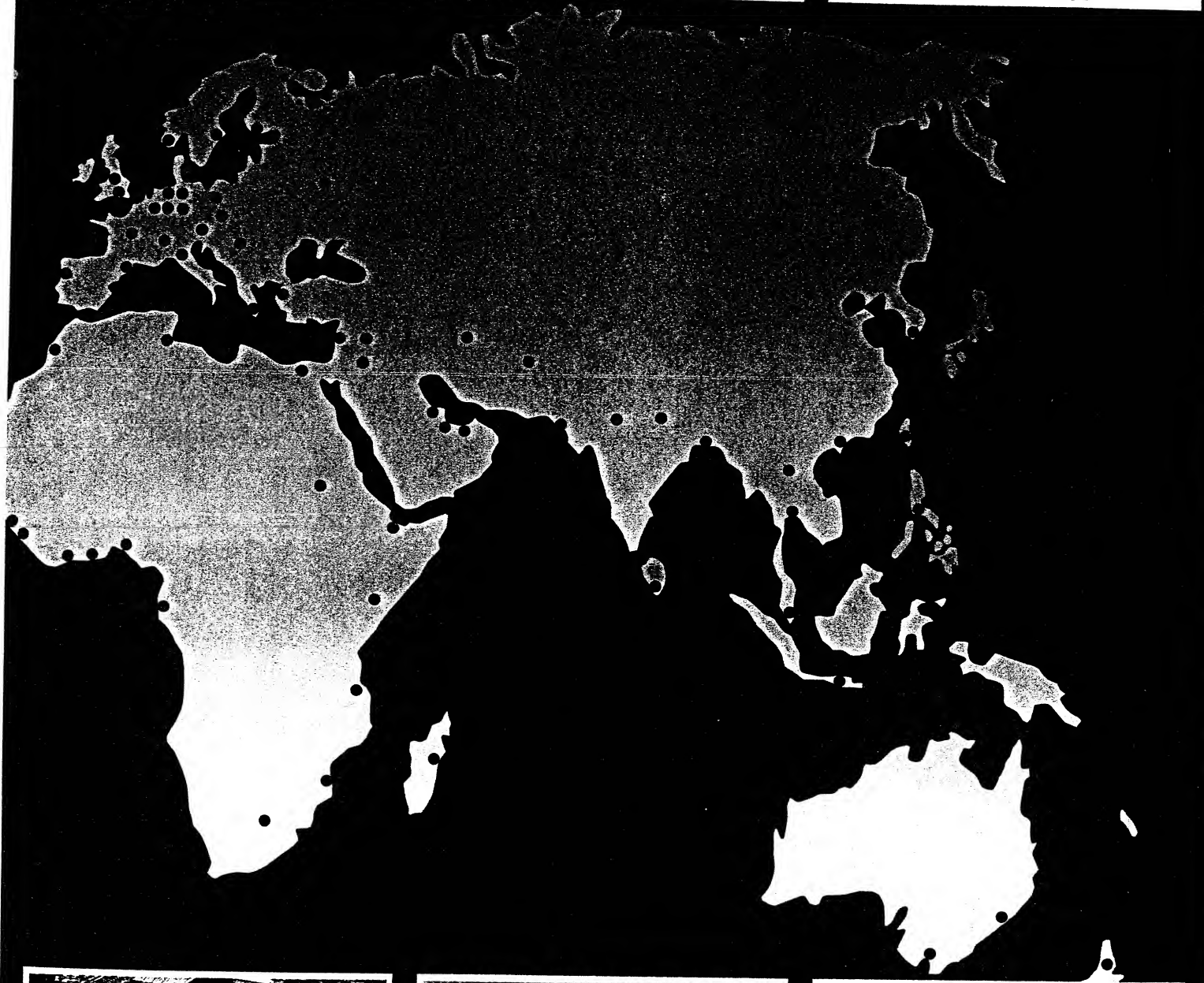
Pelikan S.A. Barcelona



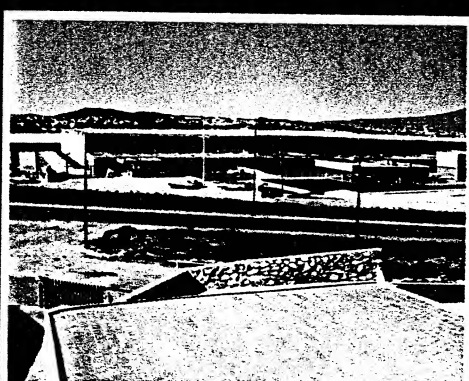
Pelikan Nederland B.V. Zevenaar



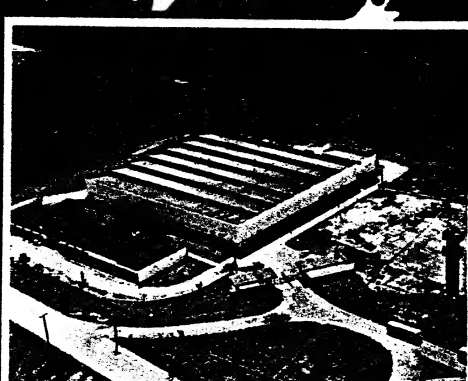
Caribonum Limited Turriff/GB



Pelikan Argentina S.A. Buenos Aires



Productos Pelikan S.A. Puebla/Mexico



Pelikan do Brasil S.A. Salvador-Bahia

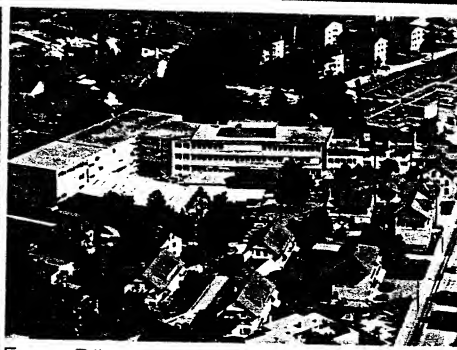
On the world markets

Pelikan products are manufactured today in the following countries: the Federal Republic of Germany, the United Kingdom, Sweden, the Netherlands, Switzerland, Italy, Spain, Iran, the United States, Mexico, Venezuela, Columbia, Costa Rica, Peru, Brazil, Argentina, South Africa and Australia.

In Tokyo, Singapore-Malaysia, Norway, Finland, Belgium, Austria and Greece Pelikan has sales operations of its own, and in addition has 20 sole importers and 40 agents in important economic centres. Pelikan exports to practically every market in the world.

Everywhere, all over the globe, Pelikan is "making things visible". Everywhere this brand name, in the course of its 150 year history, has become a symbol for ease and quality in writing. Over and above the firm's commercial performance, Pelikan's success as a business can be attributed to the strong and internationally recognised trade-mark.

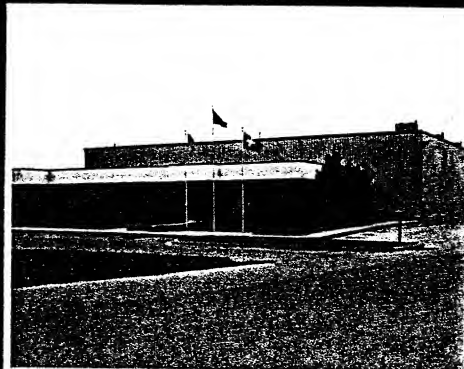
- Pelikan**
manufacturing centres ●
- Pelikan**
distributing companies ●
- Pelikan**
agencies ●



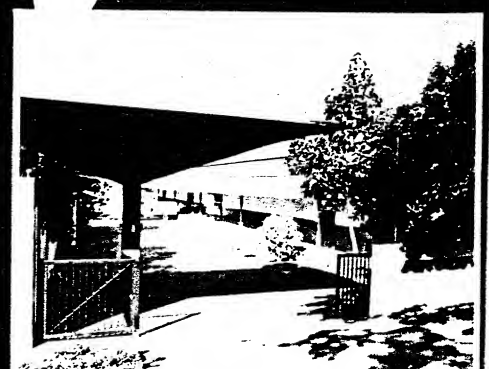
Franz Büttner AG Egg/Schweiz



Pelikan s.p.a. Mailand



Pelikan Inc. Franklin, Tenn./USA



Artof C. A. Caracas